

## Cold Jet content copyright compliance



Cold Jet copyrighted content, which may consist of text, images and/or video is available for use by active customers of Cold Jet equipment with appropriate reference, citation and link – or in some cases, without reference where this has been approved in writing by Cold Jet Marketing. Cold Jet copyrighted content may also be used, with permission, by public information websites not affiliated with Cold Jet competitors.

Cold Jet copyrighted content cannot be used on websites owned and operated by competitors of Cold Jet or competitors of Cold Jet's active customers.

It is preferred that content available on the [www.coldjet.com](http://www.coldjet.com) website be linked to, as opposed to content/files being copied to customer sites. However, in the event that content is copied to customer's website, it should adhere to the following guidelines:

### Cold Jet Copyrighted Material Usage Guidelines

- **Text**  
Cold Jet textual content can (and should) be edited to meet the needs of your particular business. However, the term "Cold Jet" should not be replaced globally in content with the name of your business.
- **Images**  
Images may be sized and cropped as needed. If images contain a Cold Jet logo (either a watermark or a logo on equipment within the image) all effort should be made to maintain the logo within the final crop. Image contents should NOT be altered in any way, nor labeled or watermarked with anything other than the Cold Jet logo.
- **Videos**  
Videos may NOT be altered in any way with the exception of adding an intro or exit screen containing your business name and contact information. Cold Jet's intro and exit screens must be left intact in video tracks, with any custom screens being added before or after the Cold Jet screens.
- **Collateral/Materials**  
All marketing collateral/materials supplied by Cold Jet in electronic form are copyrighted materials and may NOT be altered, with the exception of adding/including identifying information for the customer's business.
- **Logo/Branding**  
Use of Cold Jet logo and branding must conform to the Cold Jet *Brand Identification Guidelines* document.